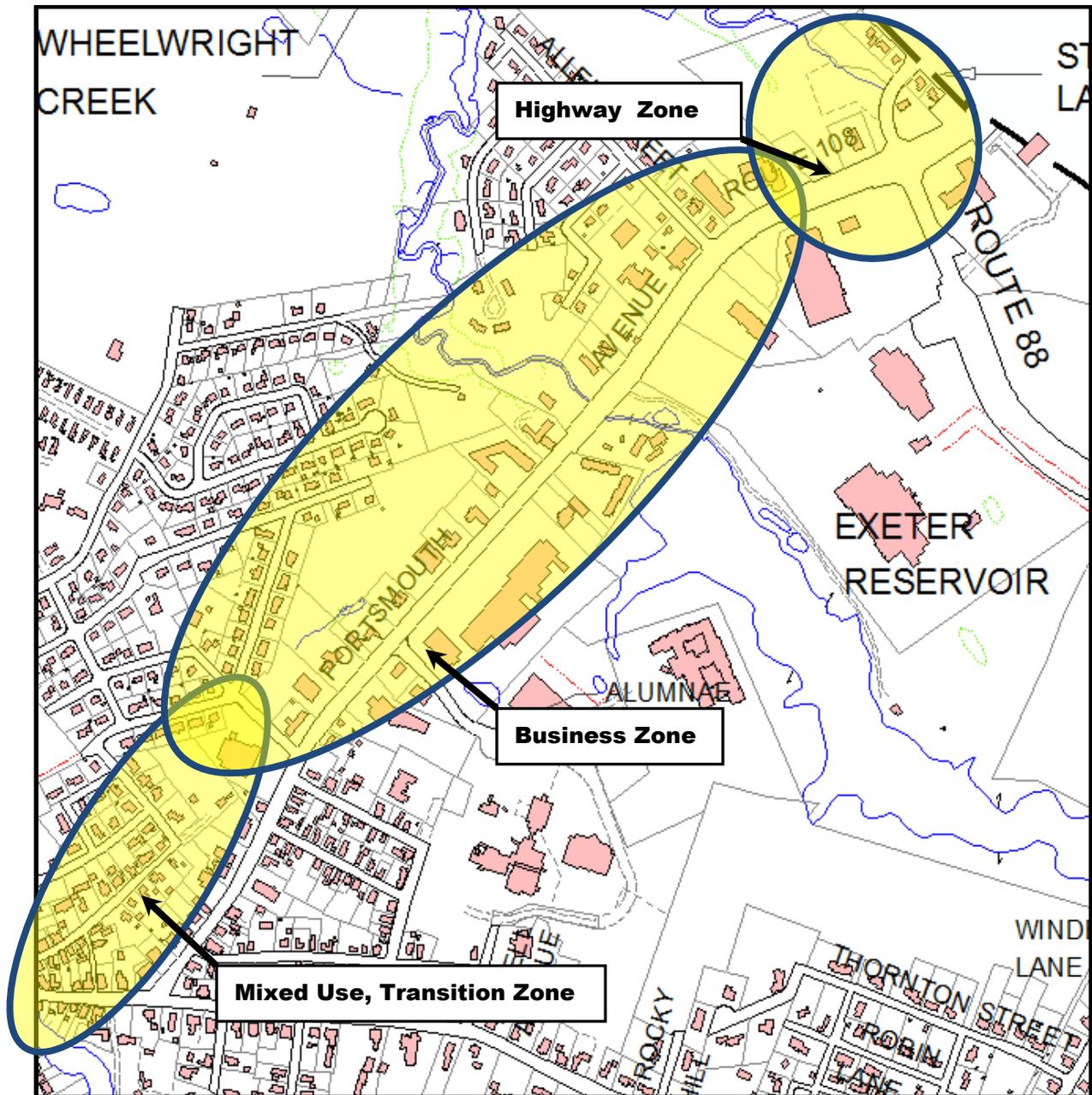


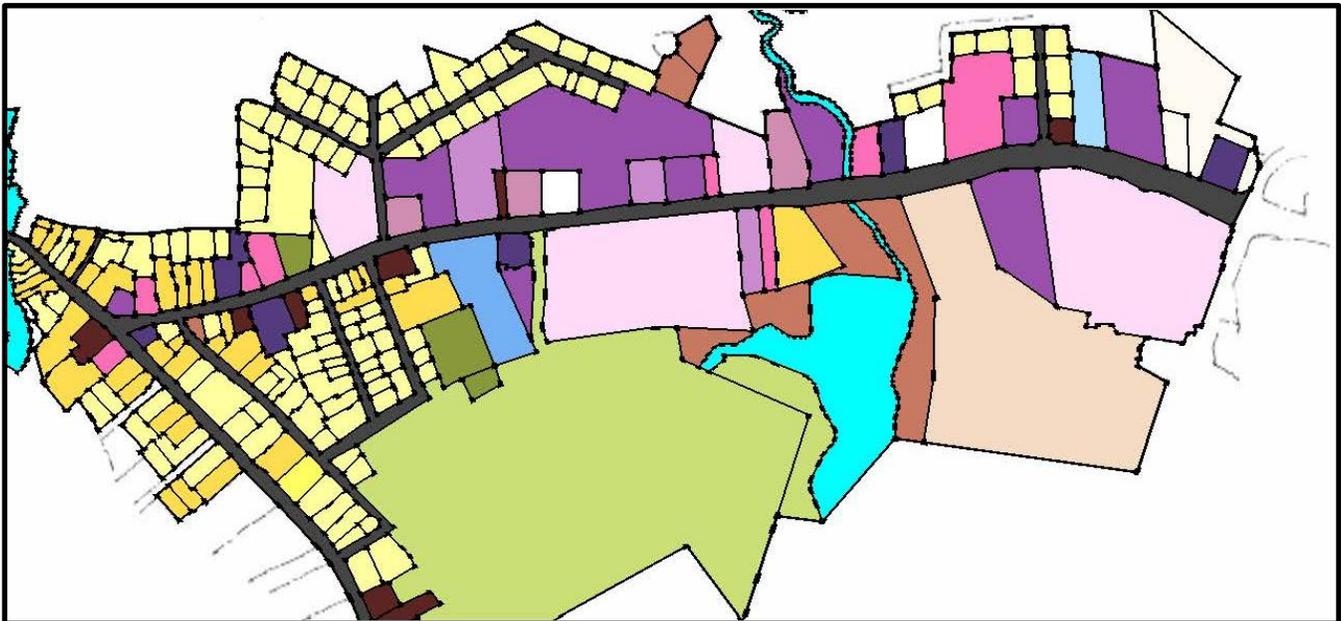
Portsmouth Ave Corridor Land Use Study

Section A. Background

- I. **Corridor Identities:** The corridor has three distinct identities within the corridor. A mixed use-transition area (residential and assorted business/offices), a business district, and a highway business section. One of the potential goals of the corridor improvement district is to acknowledge and enhance those identities. (See Section B for detail and maps on each zone.) Identifiable characteristics and guidelines may include: building and parking, way-finding and signage, access for all users, landscaping, and other streetscape elements.



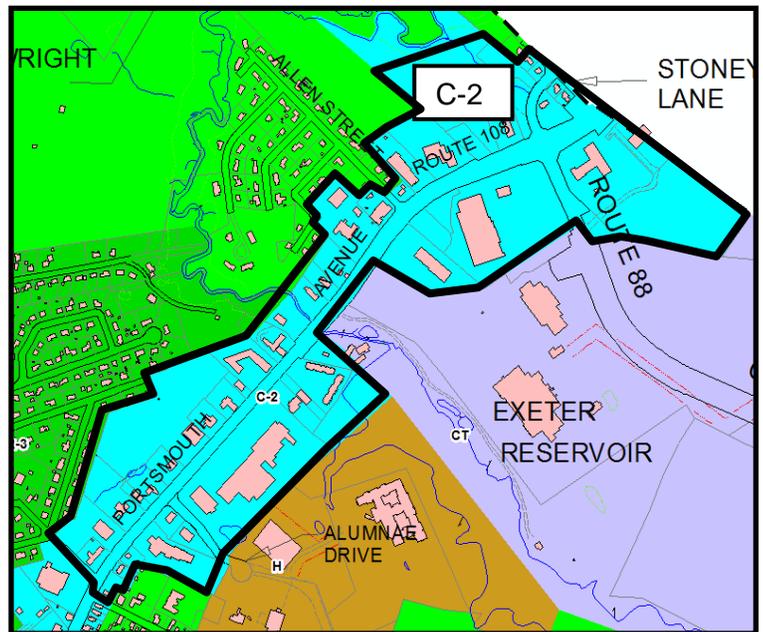
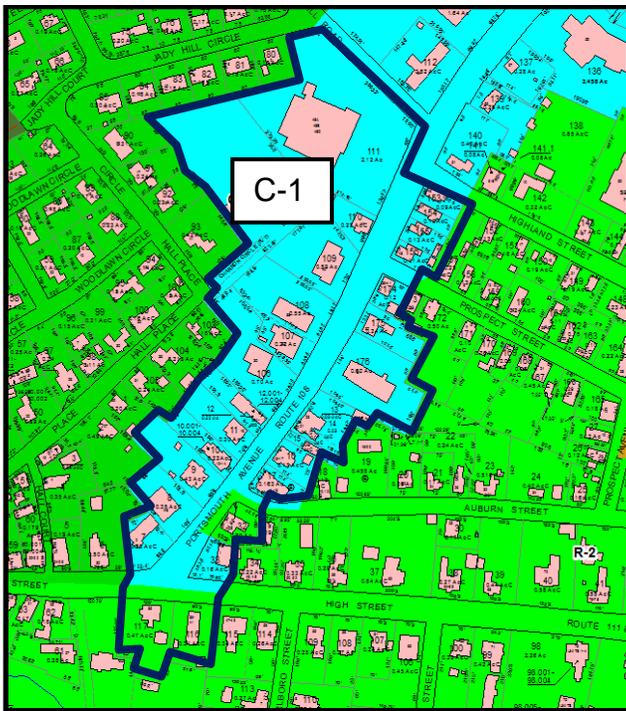
- a. Mixed Use - Transition Zone: This area is located at the southern end of Portsmouth Ave, from 41 High Street (the old High Street Market) at the intersection of High Street to Walgreens at the intersection of Green Hill Road. The uses include residential options with some offices, restaurants and other businesses.
 - i. Design Criteria Concept: maintain a more neighborhood scale through smaller structures, pleasant pedestrian walkways, and various streetscape details. Regulations may also consider the historical and physical connection to downtown. Embrace a “Complete Streets” policy for the entire corridor.
 - b. Business Zone: This section covers the largest area of Portsmouth Ave from Greenhill Road to Holland Way. The majority of uses are retail (restaurants, automobile businesses, shopping plazas) with some office, residential multi-family and municipal uses.
 - i. Design Criteria Concept: create a safer corridor in regards to traffic (vehicular, pedestrian, and bicycle users), embrace a “Complete Streets” policy, create a New England architectural style to enhance the look of the corridor, also develop requirements for the streetscape including landscaping to improve the aesthetics of the corridor.
 - c. Highway Zone: This is the smallest and most northern section of the corridor, which includes the area just north of Holland Way to route 101 interchange.
 - i. The Highway Zone should focus on creating a unique gateway into Exeter while efficiently moving all manner of traffic into and out of Exeter. Various themes throughout the corridor should continue to be embraced such as the Complete Streets policy as well as developing a unique yet functional and aesthetically pleasing architectural and streetscape styles.
- II. Land Use:** Each zone within the corridor should have uses that are compatible with the abutting zoning districts. The allowed uses should also take into consideration the sensitivity of the watershed (see section V. Green and Environmental Considerations)



Land Use Identification map – business shades of purple and pink, residential shades of yellow, municipal in brown, office use in blue, vacant = white, industrial = tan

III. Transportation/Access: Similar to any major arterial into an urbanized area, Portsmouth Avenue is very busy with vehicular traffic. Each of the zones mentioned earlier has its own distinct characteristics with regards to access, parking, way-finding, safety and comfort of the corridor's multiple users. Some of the possible improvements the form-based code effort could address include:

- a. Creation of a multi-modal corridor that is safe for vehicles, bicycles and pedestrians.
- b. Reduction of conflict points between user groups. Enhance crosswalks.
- c. Create a sidewalk and bicycle standard including recommended links for neighboring residential areas.
- d. Optimize coordination for improved access for all users including deliveries.
- e. Define parking standards and requirements, including shade tree islands, snow storage and removal, lighting, sizing, sharing options, and other considerations.



IV. Aesthetics: Travel along any corridor can be made more memorable, more pleasant if the corridor's aesthetics were emphasized through a variety of treatments. Potential improvements may be realized if architectural and landscape standards were developed that accentuated the unique character for each of the three zones.

V. Green and Environmental Considerations: The entire area is within the watershed of the Squamscott River, a river designated as impaired by NHDES and EPA. It is also part of the NHDES River Management and Protection Program. Furthermore, portions of the corridor drain directly into the Exeter's reservoir, Water Works Pond. Considering the sensitivity of these resources, improvements to stormwater collection and treatment systems should be required as development occurs.

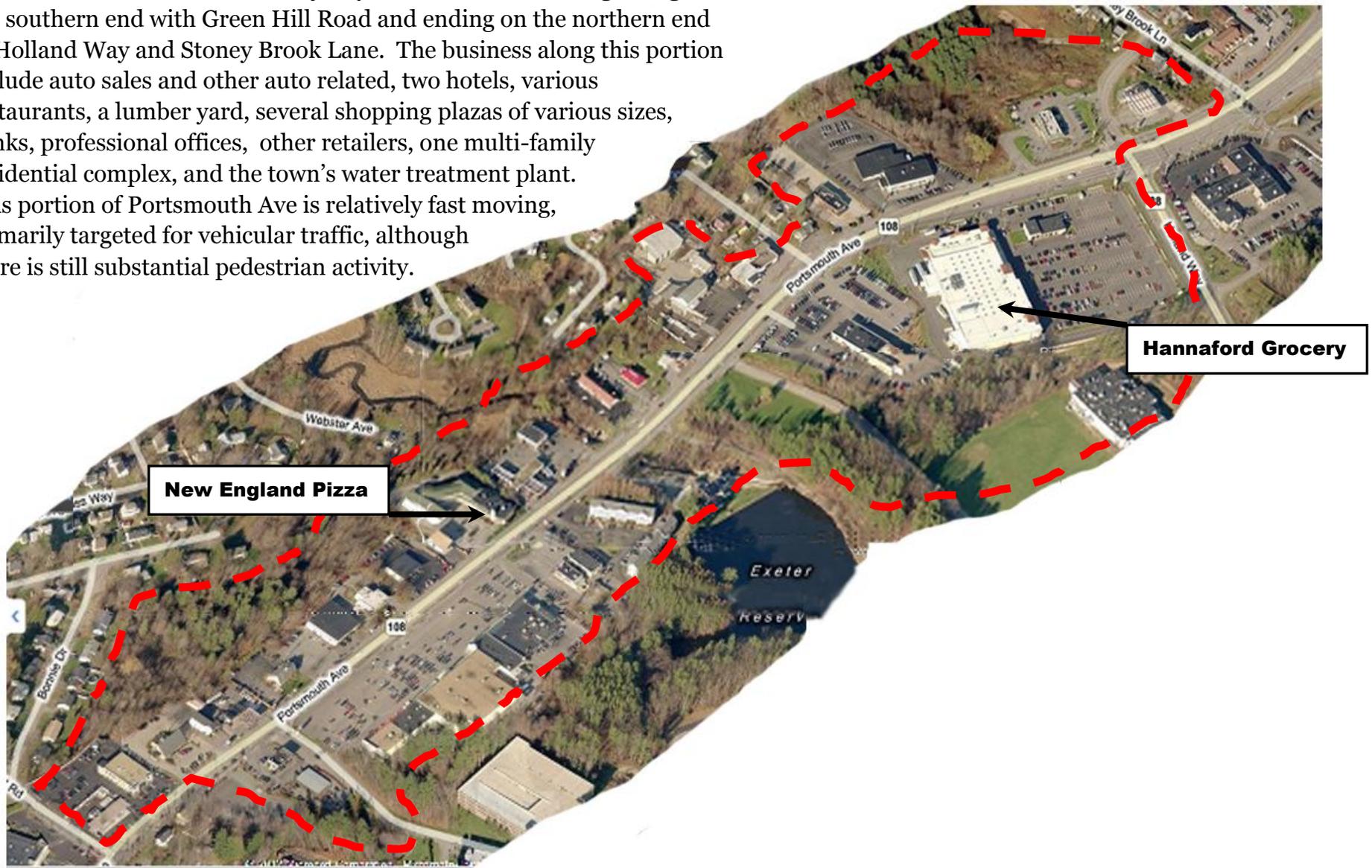
Section B: Portsmouth Avenue Corridor Zone Specifics

- I. Mixed Use-Transition Zone: High Street to Green Hill Road, this zone has a mix of single and multi-family residential, business and office uses. The largest business is the Walgreens pharmacy. Other businesses include bakery, restaurant, rental equipment, bicycle, and an automotive repair shop. Offices include insurance, banking, and dentist. This portion of Portsmouth Ave. has somewhat of a more intimate, neighborhood scale, with close-knit buildings and smaller lots. It is common to see pedestrians walking in this area, including high-school aged youngsters walking to a favorite restaurant or to the drug store.



II. Portsmouth Ave Business Zone:

The Business Zone covers the majority of Portsmouth Ave beginning on the southern end with Green Hill Road and ending on the northern end at Holland Way and Stoney Brook Lane. The business along this portion include auto sales and other auto related, two hotels, various restaurants, a lumber yard, several shopping plazas of various sizes, banks, professional offices, other retailers, one multi-family residential complex, and the town's water treatment plant. This portion of Portsmouth Ave is relatively fast moving, primarily targeted for vehicular traffic, although there is still substantial pedestrian activity.



III. Highway Zone:

The Highway Zone is the most northerly section of the corridor as well as the smallest area. Associated with the Route 101 interchange, this is a very busy and complicated roadway area. The area can be especially intimidating for senior drivers as well as for newcomers to the area. This section also has a few retail shops that are similar to that in the business zone including: auto sales, gas station, fast food, and other retail uses. The distinguishing feature within this district is that it sets the stage for vehicular movement in and out of Exeter and is one of the main gateways into Exeter.

